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*Not all authors are affiliated with TPI. We do not necessarily agree with everything, or even anything, in these papers, but find them interesting.*

## The Impact of Online

### Competition on Local Newspapers: Evidence from the Introduction of Craigslist

Milena Djourelova,  
Ruben Durante  
and Gregory J. Martin

TPI's Research Roundup is our semi-regular compilation of recent outside research of interest to tech policy nerds. If you've read a paper you think might be interesting to include in the next Roundup, feel free to send it to [nlovin@techpolicyinstitute.org](mailto:nlovin@techpolicyinstitute.org).

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**Their question:** How did Craigslist affect local newspapers and local politics?

**Their answer:** The loss of classified ad revenue due Craigslist reduced local political coverage and investigative reporting. In congressional districts in which papers relied more heavily on classified ad revenue, House voting results became more aligned with presidential voting results, suggesting that reducing local coverage helped nationalize elections.

**Why does it matter?** Understanding the effects of advertising on content creation, and the effects of changing advertising dynamics on politics, matters as adtech continues to develop.

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**Their question:** How does attention to online ads affect willingness to pay, and what is the effect of the context in which the ad is placed?

**Their answer:** Tracking attention paid to ads on a variety of news articles using eye-tracking technology, the authors find that more time spent looking at an ad increases willingness-to-pay and brand recall/purchase. They also find that readers spent less time viewing ads placed next to hard news ("news that is particularly sensitive and could be upsetting to some readers"), but conditional on the time spent on the ad, placement next to hard or softer news did not affect recall.

**Why does it matter?** Studies of how people react to advertisements helps advertisers and online platforms make better decisions about what types of ads should appear alongside different type of content.

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**Their topic:** How to fix a common problem with how researchers use Google Trends data.

**Their answer:** Google Trends samples can vary dramatically, leading to low correlations between different random samples and very different forecast results depending particularly for less popular search terms. The authors propose that researchers obtain many random samples and using an average of those to get a more stable result (in sort of a Bootstrap manner).

**Why does it matter?** Researchers frequently use Google Trends data, and understanding its problems and how to correct them will improve modeling accuracy.

## Attention, Recall, and Purchase: Experimental evidence on online news and advertising

Tommaso Valletti  
and Andre Veiga

## The Proper Use of Google Trends in Forecasting Models

Marcelo C. Medeiros  
and Henrique F. Pires